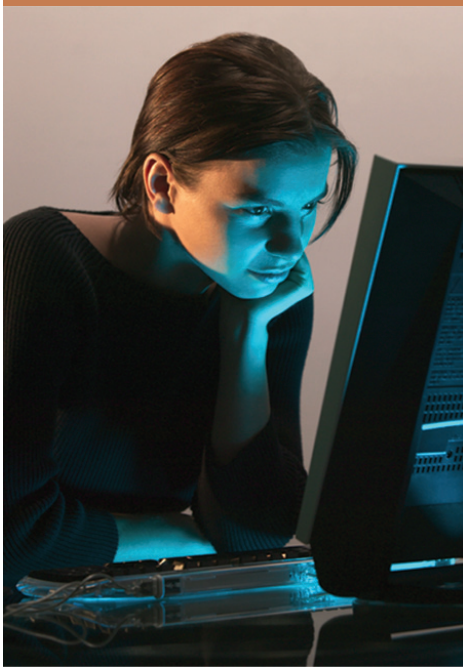


Certificates in Electronic Arts

Computer Graphics
and Design Certificate

Web Page Design
Certificate




CALIFORNIA STATE UNIVERSITY
SAN BERNARDINO
College of Extended Learning

5500 University Parkway
San Bernardino, CA 92407
Telephone (909) 537-5975
Fax (909) 537-5907
E-mail cel@csusb.edu

Are you interested in corporate graphics, Web page design and advertising art? Have you wanted to learn more about digital illustration and animation? These certificate programs are what you are looking for to design effective and professional Web site pages, brochures and promotional materials, ads, printed communication pieces, multimedia campaigns and much more! Choose from one or both certificate programs in *Computer Graphics and Design* and *Web Page Design*. **Enrollment is limited to insure a quality hands-on learning experience.** Classes are all taught by experienced instructors who are expert designers in the field.

Certificate in Computer Graphics and Design

(Offered Fall 2009 and Spring 2010)

This track will give you the essentials of electronic design with an emphasis on print media. From design illustration and layout to pre-press practices, you will gain current design knowledge and develop technical skills to create compelling and effective design solutions.

Certificate in Web Page Design

(Offered Winter 2010)

In this track, you'll be introduced to the latest techniques for designing and building dynamic Web sites using the latest Web editor, graphics software and current navigational theory. The increasing reliance on Internet communications and marketing requires the designer to develop the most current competencies and skills.

Who should attend:

Beginning design students, professionals wanting to develop the latest design skills and those seeking a creative career change.

How to earn the certificate:

Successfully complete the seven, one-day classes in your chosen track. **NOTE:** Four core classes are common to both tracks, so you may earn a second certificate by completing only three additional classes! Classes may be taken individually without any obligation to complete the certificate.

For more information about this certificate program or any of the other programs CEL offers, please contact Carol Galvan at (909) 537-3910, or E-mail: cgalvan@csusb.edu

To be placed on our mailing list, visit our Web site at <http://cel.csusb.edu> or call (909) 537-5981 to receive a free Course Catalog.

Electronic Arts Certificates Schedule	Fall '09	Winter '10	Spring '10
Elements and Principles of Design (core course)†	■	■	■
Introduction to Photoshop (core course)†	■	■	■
Advanced Photoshop (core course)†	■	■	■
Portfolio Presentation and Marketplace Opportunities (core course)†	■	■	■
Introduction to Adobe InDesign*	■	■	
Advanced Adobe InDesign*	■	■	
Introduction to Adobe Illustrator*	■	■	
Introduction to Dreamweaver**		■	
Advanced Dreamweaver**		■	
Introduction to Flash: Animation Techniques**			■

† Required course for both *Computer Graphics and Design* and *Web Page Design* tracks
* Applies to *Computer Graphics and Design* track
** Applies to *Web Page Design* track

Schedule subject to change. Please see future Course Catalogs.

<http://cel.csusb.edu>

Courses in the Curriculum

Introduction to Elements and Principles of Design

Learn the latest trends and techniques influencing today's fields of graphic design and Web page development. You are introduced to the essential elements and principles of art, design, and layout for a variety of visual applications. Workshop activities cover line, shape, color, balance, composition, illustration and design theory. Acquire skills to create effective visual solutions for print layout, brochures, advertisements, electronic design and Web pages. **Required course for both *Computer Graphics and Design* and *Web Page Design* tracks.**

Introduction to Photoshop

Gain hands-on skills and learn the latest techniques for creating digital image material for graphic and Web page design applications using Adobe *Photoshop*, an effective image-editing, color-painting and photo retouching tool. Topics include essential *Photoshop* tools, channels, layers and typography, file formats, special effects, color, image enhancements, photo montage and page layout applications. This workshop provides an excellent introduction to electronic art for both print and Web applications. **Required course for both *Computer Graphics and Design* and *Web Page Design* tracks.**

Advanced Photoshop

Build advanced skills in electronic illustration using the special effects capabilities of *Photoshop*. Activities include merging typographic and pictorial elements, advanced image editing, retouching and color correction. This workshop also introduces techniques for outputting images at desired sizes and quantities for print and Web applications. **Prerequisite:** "Introduction to *Photoshop*" or equivalent experience. **Required course for both *Computer Graphics and Design* and *Web Page Design* tracks.**

Portfolio Presentation and Marketplace Opportunities

What constitutes a professional portfolio? How much do I charge? What are copyrights and trademarks? How do I market myself and my services to either an employer or potential client? These and other important topics are

addressed in this information-packed workshop covering the business side of Web design and graphic communication. From starting a design service business to finding clients, this workshop gives you essential knowledge and strategies for embarking into the Web or graphics design marketplace. **Required course for both *Computer Graphics and Design* and *Web Page Design* tracks.**

Introduction Adobe InDesign

Use the latest techniques in electronic page layout and pre-press output using Adobe *InDesign*, a must software application for the emerging designer. This workshop introduces you to importing text and graphics, typesetting, color management, new document construction, using *InDesign* palettes, and working with objects and layers. Acquire skills to design and create effective layouts for a variety of print applications. The workshop also covers how to work with commercial printers. **Applies to *Computer Graphics and Design* track.**

Advanced Adobe InDesign

Develop advanced skills in page design and production. Through lecture and hands-on practice, learn promotional and business communication design solutions for items that can include high impact ads, logo and identity creations, promotional and communication materials or other collateral material. Workshop activities include frames, *InDesign* drawing tools, use of text and graphics for visual impact, psychology of color, designing multiple page documents and advanced pre-press topics for commercial printers. **Applies to *Computer Graphics and Design* track.**

Introduction to Adobe Illustrator

Adobe *Illustrator* is a popular software tool and vector drawing program used for Web page design, print or in other multimedia applications. Through hands-on instruction, learn step-by-step electronic illustration methods that combine both typographic and pictorial elements, including 3D-features drop shadows and glows for special effects. Also covered are the enhanced printing options and standard drawing tools for the multimedia industry. Classroom assignments include gradients and blends, layers, transparencies,

typographic elements, integrating type and pictures, and special effects. **Applies to *Computer Graphics and Design* track.**

Introduction to Dreamweaver

Creating professional Web sites has gotten easier! *Dreamweaver*, the Web authoring tool of choice for Web development professionals, has emerged as a popular tool with more than 700,000 users. Whether you are developing your first or 100th Web site, *Dreamweaver* makes developing a site simple. With easy-to-use features and interfaces, it can help you automatically generate clean HTML codes. Through lecture, demonstration and hands-on computer activities, you focus on designing dynamic Web pages and instant visual display capability. This workshop is ideal for Web designers, and current students and recent graduates of the *Certificate in Web Page Design* program. **Applies to *Web Page Design* track.**

Advanced Dreamweaver

Learn to use advanced features of *Dreamweaver* to design a polished Web site. Topics include advanced design theory, forms, scripts and site maintenance. The skills learned in this workshop will help students to publish a finished Web site project to an Internet server for online review and critique. **Applies to *Web Page Design* track.**

Introduction to Flash: Animation Techniques

Successful Web designers are always seeking new ways to develop creative, interactive and engaging sites that attract viewers from all over the world. This hands-on workshop features the highly acclaimed internet development tool, Macromedia *Flash*. You will be equipped with the latest techniques for creating high-impact and interactive animation for the web. This workshop is ideal for practicing Web developers, current students of the *Certificate in Web Page Design* program, or anyone desiring to expand their Web development software knowledge. **Applies to *Web Page Design* track.**

Special Discount

A discount rate is available if you enroll by a certain deadline in the full certificate program. See the current course catalog for rate and deadline or call Carol Galvan at (909) 537-3910 for details.

For course dates, times, prices and to register, visit <http://cel.csusb.edu>